



**THE STAGE IS SET FOR YOU!**

## Tennessee Department of Tourist Development 2005-2006 Media Plan

July-August 2005





## THE STAGE IS SET FOR YOU!

### TDTD Announces 2005-06 Marketing Plan

- The TDTD will use a \$4.5 million one-time appropriation by the Tennessee General Assembly for a “power launch” of the state’s branding campaign, ***Tennessee - The Stage Is Set for You!*** The campaign features Tennessee natives Dolly Parton and Isaac Hayes in television, radio and print advertisements.
- The branding campaign was launched April 2004 and test marketed in nine key markets - Atlanta, Little Rock, St. Louis, Birmingham, Greenville-Spartanburg-Asheville, Louisville, Lexington, Huntsville, and Cincinnati. The test initiative generated impressive results. The inquiries in the test markets doubled or increased by 2.5 after the television spots ran. In fact, inquiries from the Atlanta market tripled.
- A “power launch” for 2005-06 means expanding the key driver markets from nine to fourteen and putting in place larger, more frequent buys to generate the results to keep the industry expanding.
- And, Tennessee tourism is growing.
- The state had more than 43.64 million U.S. domestic visitors in 2004, an increase of some 890,000 over 2003. In fact, this increase moved the state from the 12<sup>th</sup> to the 11<sup>th</sup> most visited state by U.S. residents.



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## 2005/06 Media Plan Presentation







# THE STAGE IS SET FOR YOU!

2005-2006 FISCAL YEAR	JULY 05				AUG 05				SEPT 05				OCT 05				NOV 05				DEC 05				JAN 06				FEB 06				MAR 06				APR 06				MAY 06				JUN 06																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Television







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### Extended Spring TV Support into Summer 2005

- Spring 2005 TV buy
  - 4 markets (Atlanta, Cincinnati, St. Louis, Birmingham) ran April to June
- 9 markets added to plan in June
  - Greenville-Spartanburg-Asheville, Huntsville, Jonesboro, Lexington, Little Rock, Louisville, Paducah, Ft. Smith, Bowling Green
  - Extended those 9 markets into July / August 2005

2005-2006 FISCAL YEAR	JULY 05				AUG 05				
Week Beginning Monday	27	4	11	18	25	1	8	15	22
<b>BROADCAST (W25-54 TRPs)</b>									
<b>Continued SPOT TV (:30s)</b>									
Greenville-Spartanburg, Huntsville, Jonesboro,		200		175		150			
Lexington, Little Rock, Louisville,									
Paducah, Ft. Smith, Bowling Green									



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### Expanding List of Television Markets

- September 2005 support in 9 East/Middle Tennessee Feeder Markets plus 6 Tennessee Markets
  - To encourage visits to see foliage colors

2005-2006 FISCAL YEAR	AUG 05					SEPT 05			
Week Beginning Monday	25	1	8	15	22	29	5	12	20
<b>BROADCAST (W25-54 TRPs)</b>									
<b>Fall in 9 East/Middle TN Feeder Mkts: SPOT TV (:30s)</b>						200	200	200	
Atlanta, Birmingham, Bowling Green, Cincinnati,									
Greenville-Spartanburg-Asheville, Louisville,									
Lexington, Indianapolis, Huntsville 600 TRPs									
<b>Fall in Tennessee Mkts: SPOT TV (:30s)</b>									
Memphis, Jackson, Nashville,						200	200	200	200
Chattanooga, Knoxville, Tri-Cities 800 TRPs									



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### Expanding List of Television Markets

- Spring 2006 Power Launch in 14 key Feeder markets begins March 6, 2006
  - In week one, nearly 70% of the target in each market will see the ad
  - By the end of the TV campaign, over 90% of each market's target will have seen the spot

2005-2006 FISCAL YEAR	MAR 06				APR 06				MAY 06				
Week Beginning Monday	27	6	13	20	27	3	10	17	24	1	8	15	22
<b>BROADCAST (W25-54 TRPs)</b>													
<b>14 Feeder Markets: SPOT TV (:30s)</b>		400	400	300	300		200		200		200		200
Atlanta, Birmingham, Bowling Green, Cincinnati,													
Greenville-Spartanburg-Asheville, Little Rock, Louisville,													
Huntsville, Lexington, Paducah, Indianapolis, St. Louis,													
Ft. Smith, Jonesboro 2,200 Power Launch Levels													





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### Expanding List of Television Markets

- Spring 2006 Launch in Chicago
  - Projecting that over 75% of the target will see the ad

2005-2006 FISCAL YEAR	MAR 06			
Week Beginning Monday	27	6	13	20
BROADCAST (W25-54 TRPs)				
Chicago Test Spring 06: SPOT TV (:30s)		300	200	200
700 TRPs				



## THE STAGE IS SET FOR YOU!

### Extending use of National Cable TV

- As part of our effort to generate leads via Per Inquiry TV, ads will also be seen nationally on cable networks such as:
  - The Weather Channel, The Travel Channel, Discovery, USA, Animal Planet and others
- September 2005 and Leading the Season in early Spring 2006
- Anticipate 10,000+ leads!

2005-2006 FISCAL YEAR	JULY 05				AUG 05				SEPT 05				OCT 05				NOV 05				DEC 05				JAN 06				FEB 06				MAR 06				APR 06				MAY 06				JUN 06							
Week Beginning Monday	27	4	11	18	25	1	8	15	22	29	5	12	20	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19
BROADCAST (W25-54 TRPs)																																																				
Per-Inquiry TV (National Cable) (:30/:60)																																																				





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Print Co-op Opportunities







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### Increasing Co-Op Opportunities

- TDTD sponsoring co-ops in 10 magazines plus newspaper
  - Unlimited number of partnership slots available in a variety of magazine titles to suit your needs
  - Cost-conscious options for CVBs/partners at all levels

2005-2006 FISCAL YEAR	SEPT 05				OCT 05				NOV 05				DEC 05				JAN 06				FEB 06				MAR 06				APR 06			
Week Beginning Monday	29	5	12	20	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	
PRINT																																
Spring Vacation Values FSI Co-op																																
18 States, 86 Newspapers, 4.6 million homes																																
Madden PrePrint 2pg Co-op 1.6MM circ in 29 papers																															dates vary	
Magazine Co-Ops																																
Southern Living																															on-sale 2/21	
Better Homes																															on-sale 3/15	
Leisure South: Heritage																															on-sale 2/15	
AAA Home & Away (OH, KY)																															on-sale 2/15	
AARP																															on-sale 2/15	
Country Living																															on-sale 3/7	
Budget Travel Co-op																															on-sale 3/22	





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### Southern Living Magazine Co-op

- Lifestyle guide for the ever-changing, ever-expanding South. Highlights food, travel, home and garden.
  - Targets women who are often the travel decision makers in household
- 2 co-ops: October 2005 and March 2006 issues
  - On sale 9/27/05 and 2/21/06
- 1,310,000 circulation in 7 states with each issue
  - KY, TN, MS, AL, SC, GA, FL
- 23 co-op partner spaces available per issue
- Size of each co-op ad: 1/6 page
- Cost of ad to partner:
  - \$3,213 for October, \$3,632 for March



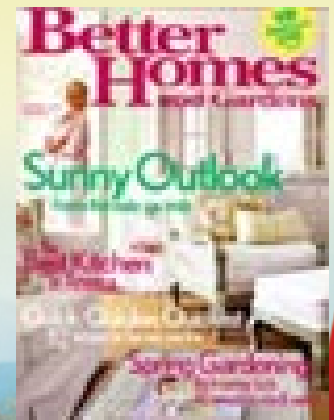




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### Better Homes & Gardens

- Home service information for people who have a serious interest in their homes. Also covers travel, family money management, gardening, health, entertainment, and shopping.
  - BH&G reaches 1/3 of the W25-54 population who are the HH decision maker for travel destinations.
- April 2006 issue, On-sale 3/15/06
- 2,701,000 circulation in 15 states
  - MS, AL, GA, FL, SC, NC, VA, MD, KY, OH, MO, AR, IL, IN, TN
- Unlimited number of co-op partner spaces available
- Size of each co-op ad: “Brochure”
- Cost of ad to partner: \$2,359







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### AAA Home & Away

- HOME & AWAY Magazine features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go".
  - Targets readers that are particularly interested in travel and are likely to take car trips. Over 27% of W25-54 who have vacationed in the south before read AAA Home & Away.
- March-April 2006 issue, in-home 2/15/06
- 1,300,000 circulation in Ohio and Kentucky
- Unlimited number of co-op partner spaces available
- Size of each co-op ad: 1/6 page
- Cost of ad to partner: \$5,100





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### AARP

- AARP MAGAZINE is for mature readers and features news and advice about travel, technology, health, finance, fashion and self-fulfillment.
  - AARP will reach the older segment of the W25-54 target. AARP has a mature, active audience that is also more likely to travel.
- March-April 2006 issue
  - On sale 2/15/06
- 1,669,000 circulation in 11 states
  - IN, KY, OH, WV, AL, FL, GA, MS, NC, SC, TN
- Unlimited number of co-op partner spaces available
- Size of each co-op ad: 1/9 page
- Cost of ad to partner: \$5,576







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### Country Living

- COUNTRY LIVING is a home lifestyle magazine with editorial on home building and renovating, decorating, cooking, entertaining, gardening, travel, pets and more.
  - Country Living targets women with an interest in all things country--with content on antiques, home/garden and travel.
- April 2006 issue
  - On-sale 3/7/06
- 432,297 circulation in 11 states
  - AL, AR, FL, GA, KY, MS, MO, NC, SC, TN, VA
- 21 co-op partner spaces available
- Size of ad: 1/6 page
- Cost of ad to partner: \$4,038







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### Budget Travel

- ARTHUR FROMMER'S BUDGET TRAVEL MAGAZINE offers practical, service-oriented coverage of inexpensive domestic and international vacations.
  - Budget Travel reaches an audience actively searching for information on all kinds of travel—domestic, international, and outdoor adventure.
- April 2006
  - On-sale 3/22/06
- 100,000 circulation in 11 states
  - AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
- 12 co-op partner spaces available
- Size of ad: 1/6 page
- Cost of ad to partner: \$1,200





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### Leisure South Heritage Package

- Includes insertion in Smithsonian, Preservation, American History and Civil War Times.
- Group of magazines that target heritage travelers
  - SMITHSONIAN Magazine takes readers on a cultural journey around the world and across time. It features culture in all its forms, including: travel, fine & performing arts, history, science, biography and nature.
  - PRESERVATION is a primary source of news, features, essays, book reviews and travel writing on the historic preservation movement in America.
  - AMERICAN HISTORY presents accurate, lively narratives which provide clear insights into the significant people, events, and places of the American past.
  - CIVIL WAR TIMES covers the drama of the Civil War - biographies to battle stories, eyewitness accounts to period photographs, and travel guides to insightful book reviews.

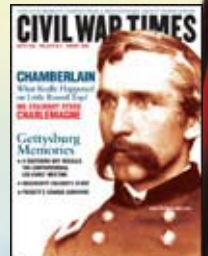
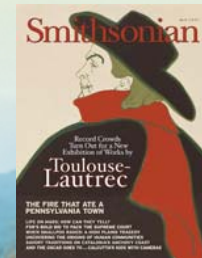




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### Leisure South Heritage Package, continued...

- Includes insertions in Smithsonian, Preservation, American History, and Civil War Times.
  - These magazines have audiences interested in history / culture. Their readers are more likely to travel to historical sites, museums and monuments.
- Spring 2006 issues
  - On-sale dates vary by publication (begin 2/15/06)
- 600,000 total circulation in the Southeast and Ohio
- 20 co-op partner spaces available
  - Co-op partners get an ad in each of the four publications
- Size of ad: “Brochure”
- Cost of ad to partner: \$3,360







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### Spring Vacation Values

- Free Standing Insert distributed in newspapers in 18 states
  - AL, AR, FL, GA, IL, KY, LA, MA, MD, MO, MS, NC, PA, SC, TN, TX, VA, WV
- Spring 2006
- 4,639,000 circulation
- Unlimited number of co-op spaces available
- Size of ad: Brochure (2 3/8" x 1.5")
- Cost of ad to partner: \$3,500



## **THE STAGE IS SET FOR YOU!**

### Madden Pre-Print FSI

- Free Standing Insert distributed in 14 states.
  - AL, FL, GA, IL, KY, MD, MO, NC, NY, OH, PA, SC, TN, VA
- Spring 2006
- 1,600,000 circulation
- 9 co-op spaces available
- Size of ad: 1/6 page
- Cost of ad to partner: \$5,502



## THE STAGE IS SET FOR YOU!

### Who to contact for Co-op Ads

Publications	Contact Person	Phone #	Fax #	Email Address
AAA Home and Away	Scott Rickles	(770) 664-4567	(770) 740-1399	<a href="mailto:srickles@aol.com">srickles@aol.com</a>
AARP	Kevin Zoeller	(312) 782-8855	(312) 782-8857	<a href="mailto:kevin@zoellermediasales.com">kevin@zoellermediasales.com</a>
Better Homes & Gardens	Renee Early	(678) 507-0110	(678) 507-0118	<a href="mailto:rearly@navigate-media.com">rearly@navigate-media.com</a>
Budget Travel	Stacey Rosseter	(404) 760-2836	(404) 237-7827	<a href="mailto:stacey.rosseter@newsweekbt.com">stacey.rosseter@newsweekbt.com</a>
Country Living	Scott Miller	(770) 993-2444	(770) 993-7788	<a href="mailto:scott-miller@mindspring.com">scott-miller@mindspring.com</a>
Smithsonian, Preservation, American History, Civil War Times	Loree Rider	(540) 989-0052	(540) 989-7603	<a href="mailto:Lrider@leisurepublishing.com">Lrider@leisurepublishing.com</a>
Southern Living	Susan Rye	(404) 888-1951	(404) 888-1970	<a href="mailto:susan_rye@timeinc.com">susan_rye@timeinc.com</a>
Madden Pre-Print	Angie Austin	(800) 368-1185		<a href="mailto:angie@preprint.com">angie@preprint.com</a>
Spring Vacation Values	Chris Collinson	(770) 582-9700	(770) 582-9898	<a href="mailto:chris@vacationplanning.net">chris@vacationplanning.net</a>





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National Magazines





## THE STAGE IS SET FOR YOU!

### Introducing National Magazines

- Launches mid-March to Reach women
  - Southern Living's "Soul of the South" issue, O (Oprah Magazine), Parents, People

2005-2006 FISCAL YEAR	MAR 06				APR 06			
Week Beginning Monday	27	6	13	20	27	3	10	17
<b>PRINT</b>								
<b>National Magazines</b>								
<i>Southern Living Full page "Soul of the South"</i>					on-sale 3/22			
<i>Oprah 1/2 page</i>					on-sale 3/15			
<i>Parents 1/2 page</i>					on-sale 3/15			
<i>People 1/2 page</i>					on-sale 3/17			







## THE STAGE IS SET FOR YOU!

### Introducing National Magazines

- Southern Living's "Soul of the South" issue
  - Special Travel/Music section featuring all genres of music
  - Sponsored by the Southern Governors' Association
  - 9 out of 10 readers agree that Southern Living gives them vacation ideas
- Full page in the section and link on [www.SLVacations.com](http://www.SLVacations.com)
- April 2006
  - On-sale 3/22/06
- National circulation of 2,800,000





## THE STAGE IS SET FOR YOU!

### Introducing National Magazines

- O (Oprah's Magazine)
  - Focuses on personal growth and helps readers define what their own "best life" looks like
  - Feature sections on food, home, books, style, health, beauty/fashion
- ½ page ad
- April 2006 issue
  - On-sale 3/15/06
- National circulation of 2,300,000







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### Introducing National Magazines

- Parents
  - The parent's handbook on growing children
  - Reaches moms who plan entertainment and educational travel/things to do with their kids
- ½ page ad
- April 2006
  - On-sale 3/15/06
- National circulation of 2,200,000





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### Introducing National Magazines

- People
  - The standard for celebrity fashion and gossip, human interest stories and water-cooler conversations
  - Many advertisers include an ad in People for new product launches
  - Reaches a younger woman
- ½ page ad
- March 27, 2006 issue
  - On-sale 3/17/06
- 3,450,000 national circulation
  - Reaches 25% of women who travel domestically







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Other Plan Elements





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### Other Plan Elements

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BROADCAST (W25-54 TRPs)																																																				
Titans Radio Network (In-game sponsorships :30s)																																																				
PRINT																																																				
African-American Newspaper Program																																																				
1/2 Pg/B&W, 11 cities, 15 papers, 481,000 circ.																																																				
Hispanic Newspaper Program																																																				
1/2 Pg/B&W, 2 cities, 3 papers, 33,500 circ.																																																				
Escape To The Southeast Magazine																																																				
(5 pg. Unit in Annual, plus STS Member Directory)																																																				
Travel South 1/2 pg. Ad + 1/2 pg advertorial (Canada Newspapers)																																																				
TIA SeeAmerica PR Annual																																																				
In and Around TN Rest Stop Brochures																																																				
INTERNET																																																				
Google Keyword Advertising																																																				
eBrains Co-Registration & Email Program																																																				
TravellInformation.com, Vacation Planning Lead Gen																																																				





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### Other plan elements

- Titan's Radio Network & In-Game Sponsorship
  - 1,600 commercials (20 commercials on 80 stations)
  - In-Game ads plus "Setting the Stage" features
  - On-line giveaway of Season tickets and Back Stage Passes



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BROADCAST (W25-54 TRPs)																															
Titans Radio Network (In-game sponsorships :30s)																															



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### Other plan elements

- African-American newspapers in 11 cities
  - Birmingham, Atlanta, Louisville, St. Louis, Jackson (TN), Memphis, Nashville, Chattanooga, Knoxville, Clarksville, Murfreesboro
- Hispanic newspapers in 2 cities
  - Nashville, Knoxville
- Travel South insert in 3 Canadian newspapers
  - Globe & Mail, Toronto Star, Ottawa Citizen
- Escape to the Southeast Magazine advertorial
- TIA seeAmerica PR annual
- In & Around TN Rest Stop Brochures





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### Internet

- Google Key word search
  - Ads appear alongside relevant search results on Google.com as well as Google's network partners (NY Times, AOL, Ask Jeeves, Amazon.com, etc)
  - Tested in June 2005 with tracking link on [www.TNVacation.com](http://www.TNVacation.com)
    - In just under 4 weeks, garnered over 200,000 impressions with almost 7,000 clicking into TN Tourism website
  - Rolling out larger program this Fall/Spring





## THE STAGE IS SET FOR YOU!

### Experimenting with Video-on-Demand

- In select markets, we will test video-on-demand via Comcast
  - Drive viewers in 3 markets to watch 4-6 minute video segments
    - Knoxville, Huntsville, Nashville
    - Available on-demand mid-August through mid-November
  - Highlighting Memphis' NASCAR connection, Nashville's Ryman Revivals and Sleeping with the Sharks in Gatlinburg
  - Will learn how viewers engage with videos and if that additional engagement garners visits to [www.Tnvacation.com](http://www.Tnvacation.com) for more information







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2005 Governor's Conference on Tourism  
Franklin, Tennessee  
September 21 through 23

